AMENDMENTS TO THE CLAIMS

The listing of claims set forth below will replace all prior versions and listings of claims in the Application. Please cancel claims 1-36 without prejudice.

1.-36. (**Cancelled**).

37.   (**Previously Presented**) A computer-readable medium having computer-executable instructions for performing a method for selecting between a plurality of investment alternatives, the method comprising:

determining a risk tolerance for a user;

presenting a plurality of attributes for selection by the user;

selecting a relative importance for each of the selected attributes;

selecting a degree of preference for each of the selected attributes with respect to at least one other of the selected attributes;

determining a quantitative value of importance of each of the selected attributes relative to the other selected attributes based upon both the relative importance and the degree of preference for each of the selected attributes; and

generating a ranking of the investment alternatives in response to an analysis of the quantitative value of importance of each of the selected attributes and the risk tolerance of the user.

38.   (**Original**) The computer-readable medium having computer-executable instructions for performing the method of claim 37, wherein determining the risk

tolerance of the user comprises evaluating responses by the user to a plurality of risk tolerance questions.

39.   **(Original)** The computer-readable medium having computer-executable instructions for performing the method of claim 37, wherein determining the risk tolerance of the user comprises presenting at least one portfolio including a risky asset and a riskless asset for user selection of an acceptable percentage of one of the risky asset or the riskless asset relative to the other.

40.   **(Previously Presented)** The computer-readable medium having computer-executable instructions for performing the method of claim 37, further comprising calculating a utility for each of the plurality of investment alternatives as a function of the risk tolerance of the user and information associated with each of the plurality of investment alternatives.

41.   **(Previously Presented)** The computer-readable medium having computer-executable instructions for performing the method of claim 37, further comprising:

presenting a series of importance of difference rating questions related to the attributes selected by the user; and

presenting a series of trade-off questions based on responses of the user to the series of importance of difference rating questions; wherein

the step of determining a quantitative value of importance for each selected attribute is based at least in part on responses of the user to the series of trade-off questions.

42. **(Previously Presented)** The computer-readable medium having computer-executable instructions for performing the method of claim 37, further comprising presenting the investment alternatives ranked in an order of a combination of a highest utility to a lowest utility in response to analysis of the plurality of attributes and the highest certainty equivalent to lowest certainty equivalent in response to the risk tolerance of the user.

43. **(Previously Presented)** The computer-readable medium having computer-executable instructions for performing the method of claim 37, further comprising presenting the investment alternatives ranked in an order of a weighting between a highest utility to a lowest utility in response to analysis of the plurality of attributes and a highest certainty equivalent to a lowest certainty equivalent in response to the risk tolerance of the user.

44. **(Original)** The computer-readable medium having computer-executable instructions for performing the method of claim 43, wherein the weighting is selected by the user.

45. **(Original)** The computer-readable medium having computer-executable instructions for performing the method of claim 43, wherein the weighting is selected by one other than the user.

46. **(Previously Presented)** The computer-readable medium having computer-executable instructions for performing the method of claim 37, further comprising presenting the ranked investment alternatives for selection for comparison by the user.

47.   **(Previously Presented)** The computer-readable medium having computer-executable instructions for performing the method of claim 37, further comprising performing one of conjoint analysis or analytic hierarchical processing using attributes selected by the user to determine a user's preferences related to the investment alternatives.

48.   **(Currently Amended)** A system for selecting between or allocating among a plurality of investment alternatives, comprising:

a user interface generator ~~adapted to~~ that present<u>s</u> a plurality of attributes related to the plurality of investment alternatives for the user to select those attributes of importance to the user and to present a plurality of questions to the user;

an analysis program ~~adapted to~~ that determine<u>s</u>, based on responses to the plurality of questions, a risk tolerance of the user, a relative importance for each selected attribute, and a degree of preference for each selected attribute with respect to at least one other selected attribute, wherein the analysis program ~~is adapted to~~ determine<u>s</u> a quantitative value of importance for each selected attribute relative to the other selected attributes based on both the relative importance and the degree of preference for each selected attribute; and

a processor programmed to generate a ranking of the investment alternatives in response to a combination of the risk tolerance of the user and the quantitative value of importance of each selected attribute.

49. (**Currently Amended**) The system of claim 48, where the plurality of questions further comprises a plurality of risk tolerance questions, wherein the user interface generator ~~is adapted to~~ presents the plurality of risk tolerance questions to the user and the analysis program ~~is adapted to~~ determines the risk tolerance of the user by evaluating responses by the user to the plurality of risk tolerance questions.

50. (**Currently Amended**) The system of claim 48, further comprising at least one portfolio including a risky asset hypothetical and a riskless asset hypothetical, wherein the user interface generator ~~is adapted to~~ presents the at least one portfolio for the user to select an acceptable percentage of the risky asset relative to the riskless asset, and wherein the analysis program ~~is adapted to~~ determines the risk tolerance of the user in response to the acceptable percentage selected by the user.

51. (**Currently Amended**) The system of claim 48, wherein the processor ~~is adapted to~~ calculates a certainty equivalent for each of the plurality of investment alternatives as a function of the risk tolerance of the user and information associated with each of the plurality of investment alternatives.

52. (**Currently Amended**) The system of claim 48, wherein the plurality of questions comprises a series of importance of difference questions related to the selected attributes, wherein the user interface generator ~~is adapted to~~ presents each of the series of importance of difference questions for response by the user.

53. (**Currently Amended**) The system of claim 48, further comprising a first hypothetical paired with a second hypothetical related to each attribute selected by the

user, wherein the user interface generator ~~is adapted to~~ presents each of the paired

hypotheticals for the user to select a degree of importance of difference between the

first hypothetical and the second hypothetical.

54.   (**Currently Amended**) The system of claim 48, wherein the plurality of questions

comprises a series of trade-off questions related to the attributes selected by the user,

wherein the user interface generator ~~is adapted to~~ presents each of the series of trade-

off questions for response by the user.

55.   (**Currently Amended**) The system of claim 48, wherein the plurality of questions

comprises a plurality of sets of hypotheticals, each set of hypotheticals including a first

pair of hypotheticals associated with a second pair of hypotheticals, wherein the user

interface generator ~~is adapted to~~ presents each set of hypotheticals for the user to

select a degree of preference between the first pair of hypotheticals and the second pair

of hypotheticals.

56.   (**Currently Amended**) The system of claim 48, further comprising a weighting

scale, wherein the user interface generator ~~is adapted to~~ presents the weighting scale

for the user to allocate a percentage of weighting between the risk tolerance and

preferences from the conjoint analysis.

57.   (**Currently Amended**) The system of claim 48, wherein the user interface

generator ~~is adapted to~~ presents the ranked investment alternatives for the user to

select investment alternatives for comparison.

58.   (**Original**) The system of claim 48, wherein the analysis program comprises computer-executable instructions to perform one of a conjoint analysis or an analytic hierarchical process.

59.   (**Currently Amended**) A system for selecting between or allocating among a plurality of investment alternatives, comprising:

a user interface generator <u>that</u> ~~adapted to~~:

presents<u>s</u> a plurality of risk tolerance questions to a user;

presents<u>s</u> a plurality of attributes related to the plurality of investment alternatives for the user to select attributes of importance to the user; and

presents<u>s</u> a plurality of questions related to the selected attributes; and

a utilities calculation engine operatively associated with the interface generator <u>that</u> ~~and adapted to~~:

determines<u>s</u> a risk tolerance for the user based on responses from the user to the risk tolerance questions,

determines<u>s</u> a relative importance for each selected attribute based on responses to a first set of the plurality of questions related to the selected attributes,

determines<u>s</u> a degree of preference for each selected attribute with respect to at least one other selected attribute based on responses to a second set of the plurality of questions related to the selected attributes,

determines a quantitative value of importance for each selected attribute[[s]] relative to the other selected attributes based on both the relative importance and the degree of preference for each selected attribute, and

generates a ranking of the investment alternatives in response to a combination of the risk tolerance of the user and an analysis of the quantitative values of importance.

60. (**Currently Amended**) The system of claim 59, wherein the utilities calculation engine comprises one of a conjoint analysis program and an analytic hierarchical process ("AHP")[[,]] ~~adapted to~~ that analyzes responses from the user to the plurality of questions related to the attributes and to at least one of rank the investment alternatives or allocate among the investment alternatives in response to one of conjoint analysis or AHP.

61. (**Currently Amended**) The system of claim 59, wherein the plurality of questions related to the selected attributes comprise:

a series of importance of difference rating questions related to the selected attributes, wherein the user interface generator ~~is adapted to~~ presents each of the series of importance of difference rating questions for response by the user; and

a series of trade-off questions based on responses of the user to the series of importance of difference rating questions, wherein the user interface generator ~~is adapted to~~ presents each of the series of trade-off questions for response by the user.

62. (**Currently Amended**) The system of claim 59, wherein the user interface generator and the utilities calculation engine comprise computer programs ~~adapted to be~~ executed on a computer local to the user.

63. (**Currently Amended**) The system of claim 59, wherein the user interface generator and the utilities calculation engine comprise computer programs ~~adapted to be~~ executed on a computer remote to the user.

64. (**Original**) The system of claim 63, wherein the user may be coupled to the remote computer or server by an Internet connection, wide area network, local area network, wire line or wireless connection.

65. (**Previously Presented**) The computerized method of claim 1 further comprising allocating resources among the investment alternatives based on the ranking of the investment alternatives.

66. (**Previously Presented**) The computerized method of claim 28 further comprising allocating resources among the investment alternatives based on the ranking of the investment alternatives.

67. (**Previously Presented**) The computer-readable medium having computer executable instructions for performing the method of claim 37 further comprising allocating resources among the investment alternatives based on the ranking of the investment alternatives.

68.   (**Previously Presented**) The system of claim 48, wherein the processor is programmed to allocate resources among the investment alternatives based on the ranking of the investment alternatives.

69.   (**Currently Amended**) The system of claim 59, wherein the utilities calculation ~~is adapted to~~ allocates resources among the investment alternatives based on the ranking of the investment alternatives.